

**What is Claimed is:**

1. A computer-based decision making method for selecting a choice from a plurality of choices, comprising:
  - displaying to a user a set of criteria that pertain to the plurality of choices;
  - 5 accepting user selection of at least a subset of the criteria;
  - accepting user input of weights for the criteria that were selected;
  - accepting user input of a numeric rating for the criteria that were selected, for each of the plurality of choices;
  - calculating a score for each choice by summing the products of the numeric
  - 10 rating and the weight for the criteria that were selected; and
  - displaying at least one of the choices based on the scores that were calculated.
2. A method according to Claim 1 wherein accepting user input of weights for the criteria that were selected comprises:
  - 15 displaying to the user different interpretations that a selected criterion may have; and
  - accepting user input as to a desired interpretation for the selected criterion.
3. A method according to Claim 1 wherein the following is performed
  - 20 prior to calculating a score for each choice:
  - scaling the weights.
4. A method according to Claim 1 wherein displaying to a user a set of criteria that may pertain to the plurality of choices comprises:
  - 25 displaying the set of criteria arranged in groups of criteria.
5. A method according to Claim 1 wherein displaying at least one of the choices based on the scores that were calculated comprises:
  - displaying a ranking of the plurality of choices based on the scores.
  - 30
6. A method according to Claim 1 further comprising:
  - analyzing the criteria that were selected, the weights and/or the scores for a

plurality of users.

7. A computer system for selecting a choice from a plurality of choices, comprising:

5 means for displaying to a user a set of criteria that pertain to the plurality of choices;

means for accepting user selection of at least a subset of the criteria;

means for accepting user input of weights for the criteria that were selected;

10 means for accepting user input of a numeric rating for the criteria that were selected, for each of the plurality of choices;

means for calculating a score for each choice by summing the products of the numeric rating and the weight for the criteria that were selected; and

means for displaying at least one of the choices based on the scores that were calculated.

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8. A system according to Claim 7 wherein the means for accepting user input of weights for the criteria that were selected comprises:

means for displaying to the user different interpretations that a selected criterion may have; and

20 means for accepting user input as to a desired interpretation for the selected criterion.

9. A system according to Claim 7 further comprising:

means for scaling the weights.

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10. A system according to Claim 7 wherein the means for displaying to a user a set of criteria that may pertain to the plurality of choices comprises:

means for displaying the set of criteria arranged in groups of criteria.

30 11. A system according to Claim 7 wherein the means for displaying at least one of the choices based on the scores that were calculated comprises:

means for displaying a ranking of the plurality of choices based on the scores.

12. A system according to Claim 7 further comprising:  
means for analyzing the criteria that were selected, the weights and/or the  
scores for a plurality of users.

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13. A decision making computer program product that is configured to  
select a choice from a plurality of choices, the computer program product comprising  
a computer usable storage medium having computer-readable program code  
embodied in the medium, the computer-readable program code comprising:

10 computer-readable program code that is configured to display to a user a set of  
criteria that pertain to the plurality of choices;

computer-readable program code that is configured to accept user selection of  
at least a subset of the criteria;

15 computer-readable program code that is configured to accept user input of  
weights for the criteria that were selected;

computer-readable program code that is configured to accept user input of a  
numeric rating for the criteria that were selected, for each of the plurality of choices;

20 computer-readable program code that is configured to calculate a score for  
each choice by summing the products of the numeric rating and the weight for the  
criteria that were selected; and

computer-readable program code that is configured to display at least one of  
the choices based on the scores that were calculated.

14. A computer program product according to Claim 13 wherein the  
25 computer-readable program code that is configured to accept user input of weights for  
the criteria that were selected comprises:

computer-readable program code that is configured to display to the user  
different interpretations that a selected criterion may have; and

30 computer-readable program code that is configured to accept user input as to a  
desired interpretation for the selected criterion.

15. A computer program product according to Claim 13 further

comprising:

computer-readable program code that is configured to scale the weights.

16. A computer program product according to Claim 13 wherein the  
5 computer-readable program code that is configured to display to a user a set of criteria  
that may pertain to the plurality of choices comprises:

computer-readable program code that is configured to display the set of  
criteria arranged in groups of criteria.

10 17. A computer program product according to Claim 13 wherein the  
computer-readable program code that is configured to display at least one of the  
choices based on the scores that were calculated comprises:

computer-readable program code that is configured to display a ranking of the  
plurality of choices based on the scores.

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18. A computer program product according to Claim 13 further  
comprising:

computer-readable program code that is configured to analyze the criteria that  
were selected, the weights and/or the scores for a plurality of users.